



United States  
Department of  
Agriculture

JAN 15 2004

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

1400 Independence  
Ave, SW  
Stop 0571  
Washington, DC  
20250-0571

Dear FSA Stakeholder:

As Administrator of the Farm Service Agency (FSA), I am fully committed to FSA's vision of being a "customer driven agency with a diverse and multi-talented work force, dedicated to achieving an economically and environmentally sound future for American Agriculture."

Keeping with this vision, FSA is undertaking a major initiative to link our budget to measurable goals that improve business strategies and processes. The end results should be better customer service and value for the American taxpayer.

A critical component of this initiative is to obtain feedback from customers and stakeholders. FSA has been accomplishing this through a series of dialogue sessions, which focus on the following key questions:

- How can FSA better meet customer needs and improve performance?
- What are the mission goals FSA should pursue?
- What strategies should FSA pursue to achieve these goals and measure success?

Based on the input obtained from these sessions the Agency is developing a comprehensive 5-year Strategic Plan with goals, strategies, and performance measures that will drive its vision and mission. The Performance Institute, an organization that is well versed in strategic planning and management, facilitates the sessions.

Attached please review the four major mission goals we have developed so far along with some draft strategies. All of the strategies and measures we develop should fit under these goals.

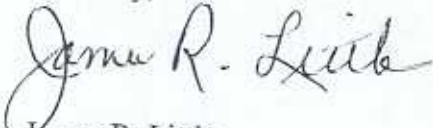
To build on our Plan, we invite you to attend a meeting on February 12, 2004, in Sacramento, California. Producers of various commodities with interest and experience in working with FSA will also participate. Attached please find the meeting agenda and hotel information.

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Please R.S.V.P. no later than February 2 to Monique Randolph of the Strategic Planning Staff at 202-418-9063 or via E-mail at [Monique.Randolph@wdc.usda.gov](mailto:Monique.Randolph@wdc.usda.gov).

Thank you for your time, consideration, and continuing interest in the work of FSA. We look forward to seeing you in Sacramento, California.

Sincerely,

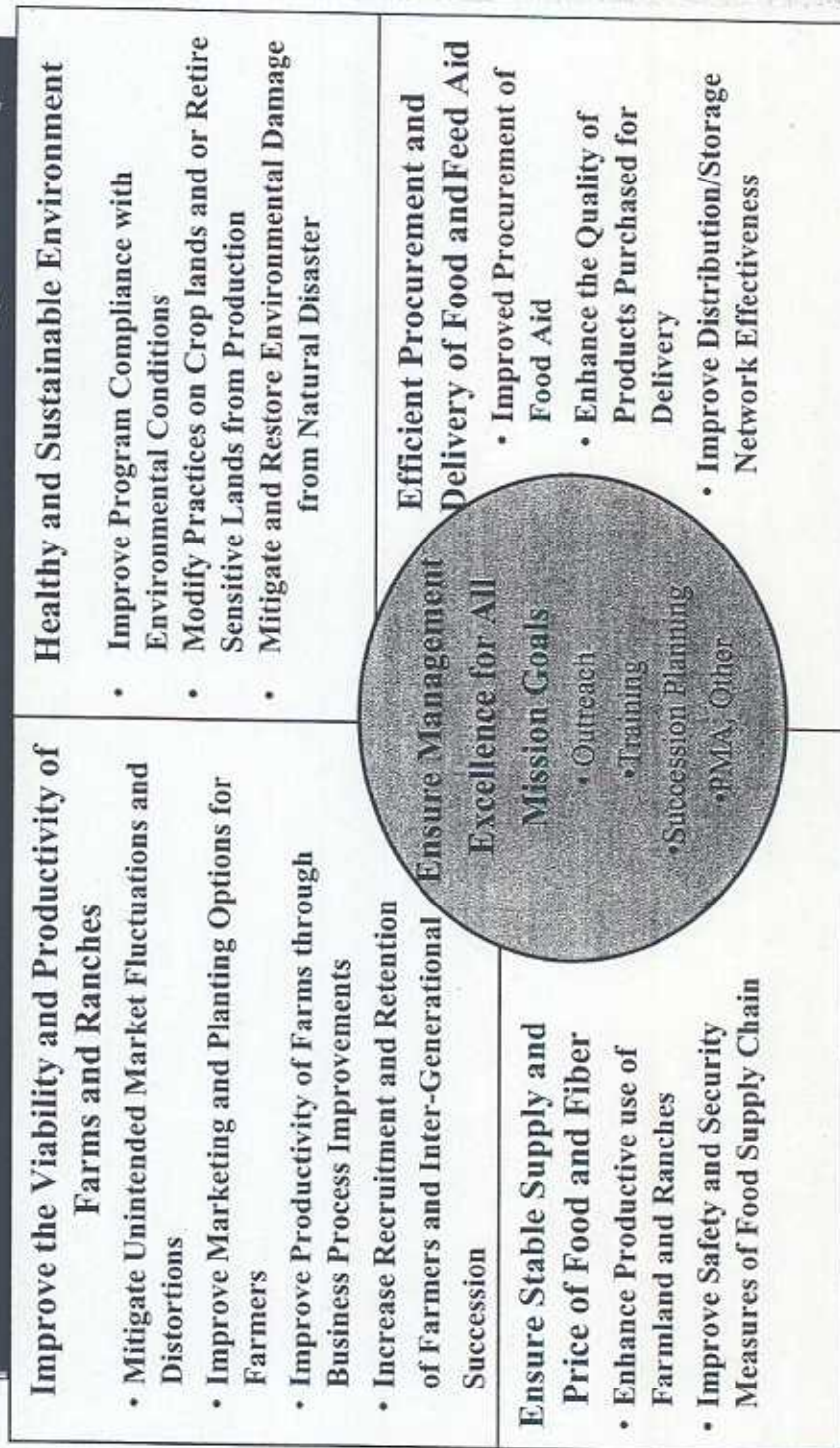
A handwritten signature in cursive script that reads "James R. Little". The signature is written in dark ink and is positioned above the printed name and title.

James R. Little  
Administrator

Enclosures

**DRAFT**

# FSA Mission



**Engaging Producers to Improve Service  
Meeting Agenda**

**February 12, 2004, Sacramento, CA**

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8:00 - 9:00	Arrival/Refreshments
9:00 - 9:15	FSA Welcome
9:15 - 10:30	Identifying Long-Term and Short-Term Goals for FSA
10:30 - 10:45	Break
10:45 - 12:00	Identifying Long-Term and Short-Term Goals for FSA
12:00 - 1:00	Lunch
1:00 - 2:15	Key Ways to Measure the Long-Term FSA Goals
2:15 - 2:30	Break/Refreshments
2:30 - 4:00	Key Ways to Measure the Short-Term FSA Goals
4:15 - 4:30	Next Steps and Adjourn